



WTIC-TV

ORDER

Print Date 10/08/12 Page 1 of 3

Flight Dates 10/09/12-10/15/12

<u>Contract / Revision</u>	<u>397275</u>	/	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>	10/08/12	10/08/12	<u>DEMOCRATIC CONG CAMP</u>	<u>Estimate #</u>	1475
			<u>Agency Com</u> 15%	<u>Alt Order #</u>	06366389
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	Democratic Congress Camp			<u>Order Type</u>	GENERAL
			3050 K St NW	<u>Billing Cycle</u>	EOM/EOC
			Washington, DC 20007	<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	Great American Media			<u>Demographic</u>	A35+
<u>Buying Contact</u>	Jordan Johannessen		<u>Sales Office</u> TWDC	<u>Rev Codes</u>	AGY POL ISSUE
			<u>Sales Region</u> National	<u>Product Codes</u>	PL2, PL3
3050 K St NW	Washington, DC 20007		<u>Agency Ref</u>	<u>Priority</u>	02
				<u>Advertiser Ref</u>	

Primary Account Executive

Jordan Johannessen

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Jordan Johannessen	100%		

Order Share 15% Market Value 220333

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
2WCCT	1%	2203
3WFSB	25%	55083
4WVIT	41%	90336
5WTNH	18%	39660
6WCTX	%	0
7CABL	%	0

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	24	\$28,092.50	\$33,050.00	0.00	10/01/12	10/15/12	24	\$28,092.50	\$33,050.00
Totals	24	\$28,092.50	\$33,050.00	0.00					

Billing Plan

<u>Totals</u>
Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount
E 1 61 10/15/12 10/15/12 M-F 1p-2p CM 1p-2p :1----- :30 1 \$200.00 02 0.00 NM 1 \$200.00
M-F 1p-2p
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 10/15/12 10/21/12 1----- 1 \$200.00 0.00
E 2 61 10/09/12 10/12/12 M-F News at Ten CM 10p-1030p -TWTF-- :30 1 \$1,800.00 02 0.00 NM 1 \$1,800.00
News at Ten
(10:00 PM-10:30 PM)
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 10/08/12 10/14/12 -TWTF-- 1 \$1,800.00 0.00
E 3 61 10/09/12 10/12/12 M-F News at Ten CM 1030p-11p -TWTF-- :30 1 \$1,800.00 02 0.00 NM 1 \$1,800.00
News at Ten
(10:30 PM-11:00 PM)
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 10/08/12 10/14/12 -TWTF-- 1 \$1,800.00 0.00
E 4 61 10/09/12 10/12/12 M-F News at 11pm CM 11p-1135p -TWTF-- :30 1 \$550.00 02 0.00 NM 1 \$550.00
News at 11pm
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 10/08/12 10/14/12 -TWTF-- 1 \$550.00 0.00
E 5 61 10/09/12 10/12/12 CM 1135p-1205a -TWTF-- :30 1 \$200.00 02 0.00 NM 1 \$200.00



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Contract / Revision

397275

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/08/12/ 10/08/12

Order Sep 00:15:00

Advertiser Democratic Congress Cam Product DEMOCRATIC CONG CAM Estimate # 1475

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals Amount
				M-F 1135p-1205a											
				M-F 1135p-1205a											
				Start Date	End Date	Weekdays			Spots/Week	Rate					
				Week: 10/08/12	10/14/12	- TWTF--			1	\$200.00					
E 6	61	10/09/12	10/12/12	M-F 2p-3p		CM	2p-3p		- TWTF--		:30	1	\$200.00	02	0.00 NM
				M-F 2p-3p											
				Start Date	End Date	Weekdays			Spots/Week	Rate					
				Week: 10/08/12	10/14/12	- TWTF--			1	\$200.00					
E 7	61	10/09/12	10/12/12	M-F 3p-4p		CM	3p-4p		- TWTF--		:30	1	\$300.00	02	0.00 NM
				M-F 3p-4p											
				Start Date	End Date	Weekdays			Spots/Week	Rate					
				Week: 10/08/12	10/14/12	- TWTF--			1	\$300.00					
E 8	61	10/09/12	10/12/12	M-F 6p-630p		CM	6p-630p		- TWTF--		:30	1	\$650.00	02	0.00 NM
				M-F 6p-630p											
				Start Date	End Date	Weekdays			Spots/Week	Rate					
				Week: 10/08/12	10/14/12	- TWTF--			1	\$650.00					
E 9	61	10/09/12	10/12/12	M-F 6a-7a		CM	6a-7a		- TWTF--		:30	1	\$400.00	02	0.00 NM
				M-F 6a-7a											
				Start Date	End Date	Weekdays			Spots/Week	Rate					
				Week: 10/08/12	10/14/12	- TWTF--			1	\$400.00					
E 10	61	10/09/12	10/12/12	M-F 630p-7p		CM	630p-7p		- TWTF--		:30	2	\$650.00	02	0.00 NM
				M-F 630p-7p											
				Start Date	End Date	Weekdays			Spots/Week	Rate					
				Week: 10/08/12	10/14/12	- TWTF--			2	\$650.00					
E 11	61	10/09/12	10/12/12	M-F 7p-730p		CM	7p-730p		- TWTF--		:30	1	\$1,000.00	02	0.00 NM
				M-F 7p-730p											
				Start Date	End Date	Weekdays			Spots/Week	Rate					
				Week: 10/08/12	10/14/12	- TWTF--			1	\$1,000.00					
E 12	61	10/09/12	10/12/12	M-F 7a-8a		CM	7a-8a		- TWTF--		:30	1	\$400.00	02	0.00 NM
				M-F 7a-8a											
				Start Date	End Date	Weekdays			Spots/Week	Rate					
				Week: 10/08/12	10/14/12	- TWTF--			1	\$400.00					
E 13	61	10/09/12	10/12/12	M-F 730p-8p		CM	730p-8p		- TWTF--		:30	1	\$1,300.00	02	0.00 NM
				M-F 730p-8p											
				Start Date	End Date	Weekdays			Spots/Week	Rate					
				Week: 10/08/12	10/14/12	- TWTF--			1	\$1,300.00					
E 14	61	10/09/12	10/12/12	M-F 8a-9a		CM	8a-9a		- TWTF--		:30	1	\$350.00	02	0.00 NM
				M-F 8a-9a											
				Start Date	End Date	Weekdays			Spots/Week	Rate					
				Week: 10/08/12	10/14/12	- TWTF--			1	\$350.00					
E 15	61	10/14/12	10/14/12	Su 10p-11p		CM	10p-11p		-----	1	:30	1	\$1,500.00	02	0.00 NM
				Su 10p-11p											
				Start Date	End Date	Weekdays			Spots/Week	Rate					
				Week: 10/08/12	10/14/12	- TWTF--			1	\$1,500.00					
E 16	61	10/14/12	10/14/12	NLCS on FOX		CM	8-1130p		-----	1	:30	1	\$5,000.00	02	0.00 NM
				NLCS											
				Start Date	End Date	Weekdays			Spots/Week	Rate					
				Week: 10/08/12	10/14/12	-----			1	\$5,000.00					
E 17	61	10/10/12	10/10/12	Wed Prime Rotator		CM	8p-10p		-- 1 --		:30	1	\$6,000.00	02	0.00 NM
				X-Factor											
				Start Date	End Date	Weekdays			Spots/Week	Rate					
				Week: 10/08/12	10/14/12	-----			1	\$6,000.00					



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Contract / Revision**397275**Flight Dates**10/09/12-10/15/12**Hiatus DatesOriginal Date / Revision

10/08/12/ 10/08/12

Order Sep 00:15:00Advertiser **Democratic Congress Cam** Product **DEMOCRATIC CONG CAMF** Estimate # **1475**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	<u>Totals</u>		
													Spots	Amount	
E 17	61	10/10/12	10/10/12	Wed Prime Rotator X-Factor	CM	8p-10p	-- 1----	:30	1	\$6,000.00	02	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-- 1----		1	\$6,000.00			0.00					
E 18	61	10/15/12	10/15/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	1-----	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----		1	\$1,800.00			0.00					
E 19	61	10/15/12	10/15/12	M-F News at Ten News at Ten	CM	1030p-11p (10:30 PM-11:00 PM)	1-----	:30	1	\$1,800.00	02	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----		1	\$1,800.00			0.00					
E 20	61	10/15/12	10/15/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$550.00	02	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----		1	\$550.00			0.00					
E 21	61	10/15/12	10/15/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	1-----	:30	1	\$300.00	02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----		1	\$300.00			0.00					
E 22	61	10/15/12	10/15/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	1-----	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----		1	\$650.00			0.00					
N23	61	10/15/12	10/15/12	NLCS on FOX NLCS	CM	730p-11p	1-----	:30	1	\$5,000.00	02	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----		1	\$5,000.00			0.00					
Totals													24	\$33,050.00	